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(1) not cited/submitted in parent applications a no copy per 37 CFR 1.98

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE FORM PTO-1449 (REV. 7-80) ATTY. DOCKET NO. 065525.0121 SERIAL NO.08/935,116 INFORMATION DISCLOSURE CITATION

(Secretal silects (Procedury)) APPLICANT David W. Deaton et al. GROUP 2781 **FILING DATE 09/22/97** NOV 1 9 1998 2162 PRADEMARI DOCUMEN **U.S. PATENT DOCUMENTS** \*EXAMINER INITIAL FILING DATE IF APPROPRIATE SUBCLASS DOCUMENT NUMBER CLASS NAME DATE Say 5 340 152 3 3 9/3/74 8 3 8 8 Gentile, et al. AASurs 7 146.3 AΒ 3 8 9 8 4/8/75 Welch 340 6 1 3 9 7 8 9 10/21/75 Coker, Jr., et al. 360 2 AC 1 4 Sara Sau 7 3 9 9 7 3/2/76 235 61.7 AD4 1 Voss, et al. q 8 10/19/76 Kruklitis, et al. 340 146.3 3 7 1 ΑE 4 1 SMG Suy 7 0 4/5/77 Templeton 197 127 AF 4 0 1 5 1 2 235 Sul AG 4 0 7 1 4 2 5/31/77 Paup, et al. 61.9 5 7 3 5 235 61.9 0 3 10/11/77 **Fondos** AH 4 SML 6 7 235 474 SMG ΑI 4 0 3 0 0 12/13/77 Delarue, et al. Sua ΑJ 4 0 8 7 7 8 9 5/2/78 Beery 1 340 146.3 449 8 8 7 9 5/9/78 235 ΑK Banka, et al. FOREIGN PATENT DOCUMENTS TRANSLATION COUNTRY CLASS SUBCLASS YES DOCUMENT NUMBER DATE 8 Japan # (1) AL6 <del>(A)</del> Japan \* (i) **AM** 2 6 AN AO Group ΑP OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) 3.11.94 "In this Computer Age, Who Needs Coupons", New York Times, June 15, 1989, AR Michael Freitag. 10 Car (5) 8,11,04 "A New Dimension in Marketing", Progressive Grocer, Vol. 66, No. 5, May 1987, pp 133-134, 136, AS Ronald-Tanner. Lena H. Sun, "Checking Out The Customer," The Washington Post, Sunday, July-9, 1989. AT £ (1) Steve **DATE CONSIDERED** 6-5-01 **EXAMINER** \*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

> \*(1) see note (1) on sheet 1 of 17 +(2) see note (2) on sheet 1 of 1

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE FORM PTO-1449 (REV. 7-80) ATTY. DOCKET NO. 065525.0121 SERIAL NO. 08/935,116 INFORMATION DISCLOSURE CITATION APPLICANT David W. Deaton, et al. NOV 1 9 1998 GROUP 2781 **FILING DATE 09/22/97** 2167 U.S. PATENT DOCUMENTS \*EXAMINER INITIAL FILING DATE IF APPROPRIATE DATE NAME CLASS SUBCLASS DOCUMENT NUMBER 146.3 5 3 8/15/78 Kruklitis 340 AA 1 0 6 SMG 7 7 235 474 2 7 11/28/78 Baader AB 4 1 0 SM 5 3/6/79 340 146.3 3 Nally AC 4 1 4 3 6 Smg 4 4/3/79 Shiau 340 146.3 AD 4 8 0 1 0 1 SMG 7 **AE** 4 7 6 8 3 12/4/79 **Eppich** 235 474 1 SMG 7 235 380 SMG AF 4 2 0 8 5 5 6/17/80 Haltof 340 146.3 AG 4 2 4 5 2 1 1 1/13/81 Kao SMG SMG 2 6 0 8 8 0 4/7/81 Thomas 235 454 AH 4 SMG 2 7 7 8 9 7/7/81 Thomas, et al. 250 567 ΑI 4 6 7 2 10/26/82 Ku, et al. 340 146.3 5 4 Sm4 AJ 4 3 6 7 3 324 225 SWL 3 8 0 4 4/19/83 Allerton AK FOREIGN PATENT DOCUMENTS TRANSLATION CLASS SUBCLASS NO COUNTRY YES DOCUMENT NUMBER DATE AL AM AN Group 2700 AO AP OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "UKROP's Test Data Base Marketing Program Electronic Couponing Tracks Buying Behavior of Valued Customers", Chain Store Age Executive, September, 1987. **€**(1) AR "Grocery Stores Copy Airlines With Frequent Flyer Bonuses", Wall Street Journal \*(L) AS 3 Star, Éastern, August 7, 1986. AT

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FORM PTO-1449 (REV. 7-80) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE ATTY. DOCKET NO. 065525.0121 SERIAL NO. 08/935,116 INFORMATION DISCLOSURE CITATION
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "S-& H, Saffer Reward Frequent Shoppers", Advertising Age, March 16, 1987, p.22. AR # (1) "Frequent Buyer Programs Get Off the Ground", Dairy Foods, November 1989, p. 64 ¥ (1) AS "Giant to Test Supermarker Cash Rebates", Washington Post, June 14, 1989, pp. A1, A32. AT \* (I) DATE CONSIDERED EXAMINER Stare 6-5-01

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FORM PTO-1449 (REV. 7-80) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

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APPLICANT David W. Deaton, et al.

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	Sheet 8 of 13  U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE ATTY. DOCKET NO. 065525.0121  SERIAL NO.08/935,116															
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